Third Quarter Employee Awards

PedalCo is proud to announce the winners of the Third Quarter Employee Awards.

Ever since it was founded over ten years ago, PedalCo has distributed quarterly awards to outstanding employees work all over the country

.PedalCo employees excel at using their skills, dedication, and enthusiasm to help our company succeed.

Beyond this, exceptional employees also attend monthly team seminars, strive to meet PedalCo’s high quality standards, and provide above-average support to their fellow employees and clients.

We feel it is our responsibility to recognize the quality service of these motivated employees. Their contributions are an important part of the company’s success.

Award winners receive commemorative plaques. They also receive a gift certificate to their favorite restaurant.

Congratulations to all

|  |  |  |  |
| --- | --- | --- | --- |
| **Third Quarter Employee** | | | |
| **Award** | **Names** | **Team** | **Region** |
| Customer Support | Karla Daviest | Service | Northeast |
| Quality Assurance | Mary Garnett | Assembly | Southeast |
| Attendance | Martin Lennson | Marketing | Midwest |
| Leadership | Josh Niedorf | Administration | Southwest |
| Enthusiasm | Jamal Timothy | Sales | West |

Bike Sales Rising

Bikes sales increased steadily over the course of the year.

Mountain bikes continue to be out top seller, selling well in the Southeast, in the Northeast, and in the second half of the year.

Road and hybrid bikes sales increased dramatically in the Northeast in the second half of the year.

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Although the overall sale of hybrid bikes decreased in the third quarter, this market will likely continue to grow over the next year.

Use Your Head!

May is Bike Safety Month

Safety is essential! PedalCo proudly designates May as Bike Safety Month.

Responsible bike riders wear protective gear. To help promote responsible bike riding, PedalCo will give all its customers a free helmet when they buy a bike from our stores during the month of May.

PedalCo employees are eligible for this offer as well.

**Expand Your**

**Knowledge!**

Visit the PedalCo website to learn more about helmet safety.

New Market Prompts

Reorganization

A growing interest in hybrid bikes has led to increased sales in the coastal regions. This increase in sales has prompted PedalCo to reorganize its current sales force.

A new sales team will serve customers who live in the coastal regions. This sales team will be divided into West Coast and East Coast representatives.

Leaders of both coasts will be supervised by a Coastal Manager.